

Please amend Claims 1-12, 17-30 and 38 as follows:

1. (Amended) An apparatus for the display of information such as a graphic or image comprising:

sub 1  
a graphics sheet having a front surface with an image and a rear surface;

a magnetic receptive material applied to the rear surface of the sheet; and

a base comprising an open frame, the base comprising a magnetic mounting surface to which the graphics sheet is releasably attached through the magnetic attraction between the magnetic receptive material and the magnetic mounting surface.

2. (Amended) An apparatus for the display of information such as a graphic or image comprising:

B1  
a graphics sheet having a front surface and a rear surface;

a magnetic receptive material applied to the rear surface of the graphics sheet, wherein the magnetic receptive material includes a graphite powder mixed in a clear carrier material; and

a base comprising a magnetic mounting surface to which the graphics sheet is releasably attached through the magnetic attraction between the magnetic receptive material and the magnetic mounting surface.

3. (Amended) The apparatus of Claim 1, wherein the magnetic mounting surface includes a plurality of magnetic strips attached to the base.

4. (Amended) The apparatus of Claim 1, wherein the magnetic mounting surface includes a plurality of strips of material including barium ferrite.

5. (Amended) The apparatus of Claim 1, wherein the base comprises a plurality of cut-outs to reduce the weight and amount of material in the base.

6. (Amended) The apparatus of Claim 1, wherein the base is constructed of a plastic material.

sub D2  
7. (Amended) An apparatus for the display of information such as a graphic or image comprising:

a graphics sheet having a front surface and a rear surface, the front surface including a graphic image;

at least one adhesive strip having a first surface affixed to the rear surface of the graphics sheet with adhesive, and a second opposite surface;

B2  
a magnetic receptive material applied to the second opposite surface of the adhesive strip; and

a base including a magnetic mounting surface to which the graphics sheet is releasably attached through the magnetic attraction between the magnetic receptive material and the magnetic mounting surface.

8. (Amended) The apparatus of Claim 7, wherein the magnetic receptive material includes a graphite powder mixed in a clear carrier material.

9. (Amended) The apparatus of Claim 7, wherein the magnetic mounting surface includes a plurality of magnetic strips attached to the base.

10. (Amended) The apparatus of Claim 7, wherein the magnetic mounting surface includes a plurality of strips of material including barium ferrite.

11. (Amended) The apparatus of Claim 7, wherein the base includes a plurality of cut-outs to reduce the weight and amount of material in the base.

B2 sub D3  
cont 12. (Amended) The apparatus of Claim 7, wherein the base is constructed of a plastic material.

sub D4 17. (Amended) An apparatus for the display of information such as a graphic or image comprising:

a base comprising an open frame;

a sheet having a first surface having a first surface treatment and a second surface, wherein the first surface treatment comprises a magnetic material applied by a screening process.

B3 18. (Amended) The apparatus of Claim 17, wherein the second surface is configured to present a graphic or image.

19. (Amended) The apparatus of Claim 17, wherein providing the magnetic material on the first surface further comprises providing the magnetic material in at least one predetermined location on the first surface.

20. (Amended) The apparatus of Claim 17, wherein the magnetic material is applied to substantially the entire first surface.

21. (Amended) The apparatus of Claim 17, wherein the magnetic material is configured to magnetically couple to the base.

22. (Amended) The apparatus of Claim 21, further comprising a magnetic portion provided on the base.

23. (Amended) The apparatus of Claim 22, wherein the magnetic portion on the base matches a corresponding portion of magnetic material.

24. (Amended) The apparatus of Claim 22, wherein the magnetic portion includes barium ferrite.

25. (Amended) The apparatus of Claim 21, wherein the magnetic material is configured to be removably coupled to the magnetic portion.

26. (Amended) The apparatus of Claim 17, wherein the first surface is a back surface and the second surface is a front surface.

27. (Amended) The apparatus of Claim 17, wherein the magnetic material includes a graphite powder mixed in a carrier material.

28. (Amended) The apparatus of Claim 27, wherein the powder is applied within a fluid.

29. (Amended) The apparatus of Claim 17, wherein the magnetic material is provided on the first surface of the graphic sheet by a silk screening process.

30. (Amended) An apparatus for the display of information such as a graphic or image comprising:

a base comprising an open frame; and

a panel configured for magnetic coupling to the base, wherein the panel has a first surface and a second surface, the first surface having a first surface treatment, wherein the first surface treatment is a magnetic material.

38. (Amended) A method of preparing a display panel having a first side and a second side, the second side being configured to receive a graphic, the method comprising:

applying a magnetic material to the first side of the panel with a screening process.

Please add new Claims 40-43.

40. (New) The apparatus of Claim 1, wherein the open frame comprises a plurality of cut-outs.